

RESTART

COVID-19 RESPONSE FOR PUBLIC GOOD

Masking Campaign in India Research Report



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Table of Contents

Objective	3
Abstract	3
Background and Rationale	4
Impact at a Glance	6
Research Methodology & Our Theory of Change	6
Findings and Campaign Highlights	13
Learnings and Future Uses of Research	25
Conclusion	28
Acknowledgements	29
Appendix	31

Objective

Demonstrate the efficacy of social media to solve critical public health issues through the framework of behavioral theories, leveraging global expertise to deliver quick results through a fully remote project execution team and building on our learnings from past campaigns in Washington state.

Abstract

In mid-2020, Restart U.S. and the University of Washington, with support from Facebook, launched social media awareness campaigns focused on promoting mask adoption, vaccine uptake, and helping small businesses. In mid 2021, we launched a similar campaign in India to promote mask adoption during the second wave of Covid-19 in the country.

This paper presents the findings of the India mask adoption campaign.

The research was designed based on prevalent theories of ‘behavior change’ including the Fogg Behavior Model. Campaign messages and outcomes were initially based on secondary research and insights from previous campaigns in Washington, and iterated as per insights drawn from ad performance and audience reactions. We established partnerships with multiple nonprofits in India, who shared access to their social media platforms to amplify messages to a broader audience, supported by targeted ad spends. A brain-trust of experts from marketing, research and nonprofit backgrounds was formed to guide the content flow. The project team comprised graduate students at the University of Washington Communication Leadership master’s program, who had significant experience working in the Indian context.

The results of all the campaigns were measured through a brand lift study on Facebook and Instagram, as well as by evaluating other campaign metrics like reach, impressions, engagement, shares and comments. The four campaigns in Washington state collectively reached over 3 million people. A national campaign in the U.S. reached over 21 million people. The masking campaign in India reached over 50 million people — and motivated more than 1.19 million people in India to wear masks.

Background and Rationale

Social media has transformed from an individualized medium for people to stay connected with their communities to a way for businesses to find and connect with their audiences, build trust in their brands and generate revenues. Social media marketing aims to bring the desired customers’ attention to a product or business and influence them to make a purchase. Brands

are increasingly relying on a combination of marketing tactics, psychological principles, audience research and data insights to compete on social networks for their target audience's attention and time. Consequently, social media and digital marketing has become a leading discipline at marketing and communication schools across the globe, building expertise in understanding consumer behavior on social media.

In a public crisis situation, this social marketing expertise can be used to spread accurate information, especially when time is of essence, through a unique business, academia and nonprofit partnership.

At the beginning of the Covid-19 pandemic in 2020, Restart Partners teamed up with the University of Washington's Communication Leadership graduate program and Facebook to test social media's efficacy as a medium of change to influence behavior. We ran four campaigns in Washington state aimed at (1) increasing mask-wearing (2) increasing flu vaccination (3) safe support of small businesses and (4) increasing COVID vaccination, and a fifth national campaign focused on mask-wearing.

In accordance with the Fogg Behavior Model, we looked at the association between motivation and ability for Washington state residents across all demographics, and added prompts through the social media campaign. The results from each campaign allowed us to incorporate learnings in subsequent campaigns. The mask adoption campaign reached 1.5 million people and we estimate through a lift study that 55,000 people changed their behavior toward wearing masks more frequently as a result. The expanded national campaign reached 21.23 million people with 140.2 million impressions. The 5-week vaccine campaign reached 1.4 million people, and we estimate via a lift study that 43,600 people gained knowledge of where to get a COVID vaccine as a result.

In March 2021, as the second wave of Covid-19 affected India, we explored the possibility of running a similar campaign in India. There are over 448 million social media users in the country, with WhatsApp being the most used app followed by YouTube, Facebook, Instagram, and Twitter. (India Today, [Government reveals stats on social media users, WhatsApp leads while YouTube beats Facebook, Instagram](#), Feb 25, 2021). We were confident that with the right partnerships in place we'd be able to create a positive impact remotely through Facebook and Instagram. In May 2021, we rolled out '*India Bane Maskpur*,' a 9-week campaign to promote mask-wearing, leveraging the social media platforms of India-based nonprofit organizations Sheroes, Breakthrough India and Arthan Careers. The campaign used branding as a communicative strategy to break through the clutter of public health messages about masking and reached close to 50 million people. According to the results of a brand lift study, the

campaign influenced an estimated 1.19 million people in India to wear masks when leaving their homes, at a cost of \$0.04 each.

This paper presents the findings of our research campaign in India and proposes a model for international public health organizations and nonprofits to remotely implement public health marketing interventions in affected areas across the globe.

India Campaign Impact at a Glance

49.93 Million People Reached	460.34 Million Impressions	USD 0.04 Cost Per Click
18.5 Million Post Engagement	9.2 Average Frequency	252,104 Reactions
1080 Comments	3240 Shares	8710 Saves

Research Methodology & Theory of Change

Theory of Change

The Covid-19 pandemic led to many innovative solutions, proving that *adversity drives innovation*. People and organizations found new ways of organizing aid and influencing public behaviors with the help of social media. In Washington, Restart Partners started with a few people coming together to organize PPE kits for front line workers. Mask distribution efforts soon led to a realization that a greater effort to influence mask-wearing behaviors in the public was needed. The partnerships with the University of Washington was formed, and ad-credits from Facebook were secured, leading to a year-long effort running social media campaigns on Facebook and Instagram to influence people to wear masks, support small businesses and get vaccinated.

Rather than comparative analysis of past campaigns, or surveys of a limited population segment, our theory of change involved research only as a starting point to design campaign messaging. We then analyzed engagement metrics and constantly updated messaging and creative content based on that performance, thus allowing the audience to steer the campaign.

This unique and innovative approach allowed us to create large-scale impact in a short amount of time, by exposing the audience to repeated, nuanced messages that promoted stickiness and led to actual behavior change.

Fogg Behavior Model

Modern public health interventions are often rooted in behavioral change theories. The Fogg Behavior Model (FBM) was developed in 2007 by Stanford professor B.J.Fogg as a practical model to guide technology design to maximize motivation and use of products.

According to B.J. Fogg Theory of Behavior Change, for a behavior to occur – such as people hesitant to get the Covid-19 vaccinations agree to get vaccinated - three elements must converge at the same moment: Motivation, Ability, and a Prompt.

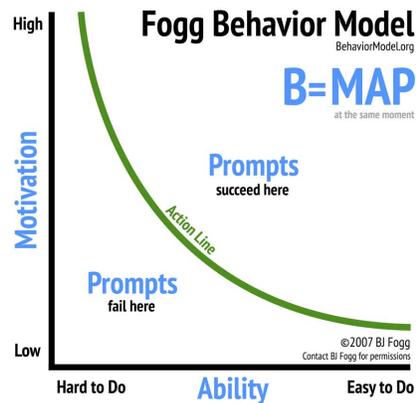
The Fogg Behavior Model can be used as a framework to map out effective and measurable social media-based behavior change campaigns. This behavior change theory shows that three elements must converge at the same moment for a behavior to occur: Motivation, Ability, and a Prompt. When a behavior does not occur, at least one of those three elements is missing. All three components must be present at the same moment for mask wearing behavior to occur.

Motivation is key to most behavior change campaigns. There are three types of motivation according to Fogg Behavior model, each with two sides:

1. Sensation - pleasure or pain
2. Anticipation - Hope or Fear
3. Belonging - social acceptance or rejection

Ability includes factors like time, money, physical effort, mental effort, and routine and thinking about access and availability that will seem doable to the target audience.

According to B.J. Fogg in “A Behavior Model for Persuasive Design,” prompt, the third factor, is often the missing piece. Regardless of motivation and ability, a prompt - that is a trigger or a cue that is needed for a behavior to take place.



In this visual representation of the Fogg Behavior Model, target behaviors are most likely to occur in the upper right-hand corner, where both motivation and the ability to take action are high. Here is where the prompt stands the greatest chance of success above the action line curve.

Our research design was based on this model. It provided a framework for our prompts and outreach strategy to complement the target audiences’ ability and motivation levels. Further, we were able to test if our messages or prompts aligned with the compensatory relationship between motivation and ability.

Stakeholder partnerships and community engagement

The Restart Partners team had experienced the importance of stakeholder partnerships during our work on the mask adoption, vaccination and small business campaigns in Washington state. We knew that forming the right partnerships will be key to successfully implementing the campaign in India.

Pre-existing partnerships:

The team leveraged existing relationships with the University of Washington and Facebook to explore the feasibility of launching a public health awareness campaign via the social media platforms of local nonprofits in India, managed remotely through a team of students based in the U.S.

Facebook U.S. reached out to their team in India to come up with a plan to support the campaign. Facebook’s India team was grappling with the severe Covid-19 wave that affected the whole country, but went above and beyond the challenges to support the campaign by offering to internally boost the posts across all the nonprofit partners' social channels.

The University of Washington's Communication Leadership program also assembled a team of graduate students who were from India, and had a strong cultural familiarity with the target population. Cultural understanding of the target population helped them create a high volume of ads in a short amount of time, using parodies of popular ad jingles, humorous takes on Bollywood movies and actors etc. This creative content resonated with the audiences and resulted in high engagement rates.

New partnerships:

In April 2021, in order to assess the situation in India and arrive at ways to provide assistance, Restart Partners formed 'Doing Our Bit,' a group of experts from academia, business and nonprofit sectors who had first-hand experience working with our target audience groups. This group worked together to develop campaign messages that were most needed in India at the time. They also served as a brain trust for the campaign execution team and vetted the campaign themes, creatives and messages each week.

Restart Partners needed additional partnerships with nonprofits in India to get first hand insights about the local situation and target audience sentiment. And we suspected that the campaign messages would have more credibility if they were shared on the platforms of local India based nonprofits that were trusted by the community. Thus, we partnered with three nonprofits in India:

- Breakthrough India: Women-issues focused, Facebook (400k followers), Instagram (15.8k followers)
- Sheroes: Women economic empowerment focused, Facebook (559k followers), Instagram (41.8k followers)
- Arthan Careers: Student and impact-sector focused, Facebook (8k followers), Instagram (954 followers)

The nonprofit partners became the face of the campaign in India by hosting the ads on their social media channels and pages. In this way, a unique business-academia-nonprofit partnership model was developed, which aggregated the strengths of each to create impactful results.

Building an inclusive campaign

In India, we ran a multilingual campaign in six of the most spoken languages in the country (Hinglish, Tamil, Telugu, Bengali, Punjabi, Marathi). Our nonprofit partners were instrumental in pointing out any 'majority group' assumptions. For example, our initial India Bane Maskpur creatives were focused on a stereotypical image of an Indian woman, who wore a saree and a bindi (*a mark, such as a red dot, or piece of jewelry worn on the middle of the forehead especially by Hindu women*). Feedback from the nonprofit partners helped us realize that the image was not representative of all Indian women, leading to the removal of the bindi from the

image. Feedback from our expert braintrust helped ensure the campaign messages and creatives represented the diversity in our target audiences.

Campaign Research (Audience and sub-topics)

The goal of our campaign was to remind and encourage people in India to keep wearing masks, maintain social distance and follow Covid-safe behaviors recommended by health authorities. However, social media was saturated with these messages for over a year, and it was crucial that we find a way to break through the clutter.

As our campaign was relevant for the wider public, we chose the following demographics for the target audience, taking into account the audience profile of our nonprofit partners, and the cities which were experiencing highest caseloads of Covid-19 at the time (June 2021).

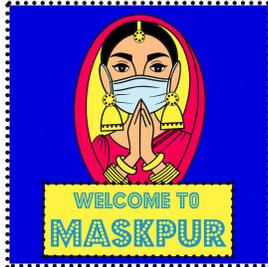
- **Wide age range**, 18-55-year-olds
- **Men and Women** on Breakthrough and Arthan, only **women** on Sheroes
- **Hindi and English Speakers**
- Targeting **Top 15 cities in India** with highest Covid-19 caseloads at the beginning of June 2021: Delhi; Bangalore, Pune, Mumbai, Nagpur, Chennai, Nashik, Ernakulam, Kolkata, Kozhikode, Malappuram, Lucknow, Thiruvananthapuram, Thrissur, Jaipur, Raipur, Ahmadabad, Gurugram, Chittoor, Kottayam

Message classification according to the Fogg Behavior Model:

- **Prompts**
 - Reminding people to wear masks
- **Ability**
 - Information on how to wear masks correctly
 - How to double mask, staying indoors
- **Motivation**
 - Inspiring people to mask up when the city starts opening up again
 - Continuing the good times with friends over video calls

We ran a total of **192 posts across the** Facebook and Instagram platforms of our nonprofit partners in India, Sheroes, Breakthrough and Arthan. We took an iterative, audience-informed and research-backed approach to the campaign style and messaging, posting a broad range of lower-budget creatives, observing their performance, and then refining based on what we learned. For example, we noticed that videos and images of real people had more engagement than pure illustration based graphics, so we included more stock photography and images of people in our creatives.

Campaign Idea: ‘India Bane Maskpur’ - We introduced **India Bane Maskpur** (*May India become ‘Maskpur’ - a place where everyone wears masks*) as a campaign idea for unique messaging and brand image, and used distinct and consistent style elements to make the campaign stand out.



Design: We created a distinct look and feel for the campaign to make our posts stand out amidst the digital noise. The artwork for creatives were designed from scratch to ensure greater visibility and brand recall for the Maskpur campaign. The consistency of design elements such as the dotted border around the graphics, use of bright and happy colors like yellow, blue, pink throughout the campaign helped in maintaining a strong brand image and create recall.

Style: The design elements and visual aesthetics of the campaign were inspired by India and the quirky and relatable instances from every Indian’s life. The target population at that time was severely distressed due to large-scale loss of lives, uncertainty and panic. People needed a break from the depressing reality all around them. We felt that a light and happy style for the creatives would be more noticed and appreciated at the time, and made creatives in bright colors to reflect hope, and optimism. We matched these with a light-hearted, optimistic and fun tone.

Multilingual and localized content: India is a diverse country with no single common language. We geo-targeted the campaign by customizing content to different cities/regions in India. Initially, we created content in Hinglish (a mix of Hindi and English), with gradual inclusion of other major regional languages in India including Tamil, Kannada, Telugu, Bengali and Gujarati etc.

Themes: To ensure our messages were not repetitive and had high recall, we used humour and rhymes, latching on to memorable dialogue/moments from popular Bollywood movies. We also referenced everyday slices of an ordinary Indian life: chai culture, cricket, snakes and ladders, popular jingles/phrases, etc.

We experimented with weekly themes to drive engagement, attention and promote interactivity, and tested seven different message types:

- **Pop culture** including Bollywood, sports, parodies of famous ad jingles etc.
- **Humorous** memes by using popular movie dialogs
- **Real People, Real Talk** short video messages from Indians across the globe about what makes them wear a mask
- **Friendship** targeted at youth audience, creatives showing hanging out with friends over video calls and sharing a cup of tea over a phone conversation

- **Diversity** reflected through landmarks like India Gate for Delhi, and women wearing different regional and religious attire
- **Engagement or asking a question** to increase authentic conversation over social media, we tried calling out the most common Indian names .. like “Arey **Neha** mask pehna kya?” (*Hey Neha, did you wear a mask?*) This led to an organic increase in tagging and sharing of the post.
- **Instructive/Informational** explaining how to wear masks properly and how to double mask

Design Process: We employed the following design process each week:

Step 1: Define the problem (Narrowing down on the exact mask wearing issue like; not wearing masks properly, promoting double masking, social distancing).

Step 2: Analyse the performance of previous week’s creatives, and consolidate audience and Doing Our Bit group’s feedback

Step 3: Gather research on the current situation, other campaigns by public health institutions and the Government of India

Step 4: Brainstorm ideas and develop weekly themes, observe trending content on social media

Step 5: Decide and develop 6-7 creatives graphics and copy that would resonate with the target audiences

Step 6: Feedback sessions from the Restart India team members and Doing Our Bit (whatsapp group)

Step 7: Revise based on feedback

Measurement

We measured the campaign through two methods:

1. Analysis of post performance on Facebook and Instagram by looking at metrics like reach, impressions, reactions, comments and shares. We considered shares to be a higher indicator of behavior change as it implies that the audience member was moved to take action in his/her community after seeing the post, thus becoming an advocate and ambassador of the message.
2. [A Brand Lift Study](#) in English and Hinglish on Facebook and Instagram to test the impact of the campaign against a holdout audience.

Findings and Campaign Highlights

Key findings:

Our research demonstrates the effectiveness of existing behavior models including Fogg Behavior Model in guiding the design of a social media-based public-health campaign to raise awareness, address misinformation and improve mask adoption rates in India.

Second, we observed that a high volume of varying prompts of the same message can increase stickiness without losing engagement and motivate people to change behavior. This can benefit any country trying to address misinformation via public health awareness campaigns.

Third, we found that community partnerships are key for creating impact. Our research model brings together a social media company, nonprofit partners based in India, and students from a U.S.-based academic institution, to tackle a critical public health issue.

Fourth, a public health awareness campaign in India can be executed by a remote team located in the U.S., which confirms that certain types of betterment efforts are location agnostic and can be performed from anywhere in the world.

Finally, even though social media has been in the news for spreading misinformation, it can be leveraged to spread the right information in a public health crisis.

Campaign Analysis:

Facebook boosted a total of 192 creatives that were posted by the team on the Facebook and Instagram pages of Breakthrough India, Sheroes and Arthan Careers. As all the content was boosted with the same budget, the reach and impressions of creatives across the three partner platforms were similar.

We analyzed the quantitative performance metrics of reach and engagement to measure campaign success, and a brand lift test to estimate actual behavioral change as a result of our campaign.

In the brand lift study, Facebook picked a representative sample of the audience to create test and control groups and then polled people in both groups about ad recall, knowledge, practice and importance of wearing masks. To reach a diverse audience, the polls were created in both English and Hinglish. The test calculated the difference in performance between the test and holdout group, which represented the 'lift' of our campaign.

Through an overall lift of 2.1 points, we estimate that approx. 1.19 million people in India changed their behavior and indicated that they wore a mask in public in the past two days in

response to the campaign. We also observed a significant 5.8 point lift in young men in the 18 - 24 years age group who wore a mask in public in the past two days.

Brand Lift Study Results:

Ad Recall +0.7 Pts 69% chance of brand lift	Knowledge +0.1 Pts 52% chance of brand lift	Practice +2.1 Pts* 94% chance of brand lift	Importance -0.6 Pts 32% chance of brand lift
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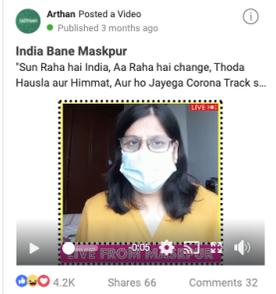
Metric	Value
Duration	2021-06-07 to 2021-06-28
Investment	USD 48.3K
Reach	49.93M
Average Frequency	9.2
Objective	Reach
Targeting	All People in Targeted Locations

Campaign performance reflects numbers shown in Lift Results
*Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater



Campaign Analysis based on Facebook and Instagram Performance Insights:

	Breakthrough India	Arthan	Sheroes
Total Reach	41 million	41 million	41 million
Total Impressions	155.1 million	155.7 million	172.6 million
Total Comments	380	293	407
Total Shares	1007	808	1425
Total Reactions	87,303	77,145	87,656
Total Saves	17,420	16,739	14,070
Best Performing Post	Dosti aur Masti Jaari Rakhiye, Lekin Video Calls pe, Kyuki 'Zindagi Na Milegi Dobara' Translation:	Sun Raha hai India, Aa Raha hai change, Thoda Hausla aur Himmat, Aur ho Jayega Corona Track se derange! Pehente Rahiye Mask, Aur Rahiye at home #IndiaBaneMaskpur #maskupIndia	Dosti aur Masti Jaari Rakhiye, Lekin Video Calls pe, Kyuki 'Zindagi Na Milegi Dobara' Translation:

	<p><i>Friendship and fun must continue But on Video calls because you live only once #Maskup</i></p>	<p>Translation: <i>Are you listening India, Change is coming, With just a bit more courage, We can derange Corona from its tracks.</i></p> <p><i>Keep wearing a mask and stay at home. #May India Become Maskpur</i></p>	<p><i>Friendship and fun must continue But on Video calls because you live only once #Maskup</i></p>
	 <p>Facebook post by Breakthrough India (May 31) featuring a video titled "Dosti ki PICTURE ABHI BAKI HAI" with 12,196,365 people reached and 4,002 engagements.</p>	 <p>Instagram post by Arthan (published 3 months ago) titled "India Bane Maskpur" with 4.2K likes, 66 shares, and 32 comments. The video shows a person wearing a face mask.</p>	 <p>Sponsored Facebook post by SHEROES featuring a video titled "Dosti ki PICTURE ABHI BAKI HAI" with 112 likes and 1 share.</p>

We observed a huge difference in the type of content that worked on Instagram vs. the type of content that worked on Facebook. Across all the three nonprofit partners, multi-lingual videos of real people with messages of solidarity were shared the most on Facebook, while messages about how to double mask, patriotism and call outs of popular names in India were shared the most on Instagram.

Most effective:

- **Voice:** Asking and answering a question (Why are you wearing a mask?)
- **Tone:** Friendly and positive
- **Format:** Video
- **Message Type:** Friendship

Most shared content on Facebook Across All Partners



(Hindi Video) Sun Raha hai India,
Aa Raha hai change,
Thoda Hausla aur Himmat,
Aur ho Jayega Corona Track se derange!

Pehente Rahiye Mask, Aur Rahiye at home
#IndiaBaneMaskpur #maskupIndia

Translation:

Are you listening India,
Change is coming,
With just a bit more courage,
We can derange Corona from its tracks.

Keep wearing a mask and stay at home.
#May India Become Maskpur



(Bengali Video) Eka Small Ask: Wear Your Mask
#IndiaBaneMaskpur #Maskup

Translation:

One Small Ask: Wear Your Mask
#Maskup #May India Become Maskpur



(Punjabi Video) Ikk Small Ask: Wear Your Mask
#IndiaBaneMaskpur #Maskup

Translation:

One Small Ask: Wear Your Mask
#Maskup #May India Become Maskpur



(Telugu Video) Okati Small Ask: Wear Your Mask

#IndiaBaneMaskpur #Maskup

Translation:

One Small Ask: Wear Your Mask

#Maskup #May India Become Maskpur

Most shared content on Instagram - Sheroes



Double Kare Apni Safety,
Only With Double Masking
#IndiaBaneMaskpur #Maskup

Translation:

Double Your Safety,

Only With Double Masking

#Maskup #May India Become Maskpur



Ae Watan, Mere Watan, Aabad Rahe Tu
Khada Iss Ghadi Mein Saath Main Tere Hu
India, Aao Iss Mushqil Waqt Mein Milke Saath
De Desh Ka — Mask Pehen Ke
#IndiaBaneMaskpur #MaskUp

Translation:

My country, may you prosper

I am standing with you in these tough times

India, lets come together to support our

homeland — by wearing our masks

#Maskup #May India Become Maskpur

Most shared content on Instagram - Breakthrough India



Calling all Neha(s) to join the bandwagon —
Mask Pehno, Aur Doston ko Bhi Pehnao
Tag a Mask(pur) wali Neha here.
#IndiaBaneMaskpur #MaskUp

Translation:

*Calling all Neha(s) to join the bandwagon —
Wear a mask, and make your friends wear it
too.*

*Tag a Neha from Mask(pur) here.
#Maskup #May India Become Maskpur*



Ab Har Mulaqaat,
Mask Ke Saath
India, let's come together and do our part.
Karlo Mask se dosti and bana dalo har
gali-mohalle ko Maskpur
#IndiaBaneMaskpur

Translation:

*Now every meeting will be with a mask,
India, let's come together and do our part.
Make friends with a mask and
make every street and neighborhood the
city of masks.*

#May India Become Maskpur

Most shared content on Instagram - Arthan



Dhoni Jaisi Smashing Innings Corona Se Match
Mein, Kewal Mask ke Sath
Pehente Rahiye Mask, Taki
#IndiaBaneMaskpur

Translation:

*Score Dhoni-like smashing innings in a match
against COVID, only with a mask
Keep wearing masks to make India Maskpur
#Maskup #May India Become Maskpur*

	<p>Inki Pasand ko Apnaye, Mask Pehne aur Pehnaye #IndiaBaneMaskpur</p> <p>Translation: Get inspired by their choice, wear a mask and encourage others to wear it too #Maskup #May India Become Maskpur</p>
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Campaign Analysis based on Fogg Behavior Model:

Campaign Ads that act as PROMPTS or triggers to wear a mask

According to the Fogg Behavior Model, a person with high motivation and high ability will perform the desired action when prompted. In the context of our social media campaign, it means that a person who has easy access (ability) to a mask and is motivated to wear a mask in public will be more likely to actually wear a mask if prompted. We looked at the times when a person is most likely to look at his social media feed, and populated it with message prompts to wear a mask with direct questions and asks, like 'Wear a Mask'; 'I'm wearing a mask to keep my loved ones safe, and you?'; 'Wear a mask and stay safe'; and images of popular Bollywood actors ask questions like 'Tumhara Mask Kahan Hai (Where is your mask?)'. We also posted videos in multiple Indian languages like Tamil, Punjabi, Telugu, Bengali, Hindi and English sharing why they wear a mask and prompting others to also wear a mask or share why they wear a mask.

<p>Wear. A. Mask.</p>	<p>TUMHARA MASK KAHA HAIN ?</p>
<p>Maskpur Bane Jaha, Corona ki No Entry Waha</p>	<p>Shaksiyat Chahe Ho Aam,</p>

#IndiaBaneMaskpur #MaskUp

Translation:

*Any place that becomes Maskpur,
Corona has no entry there
#Maskup #May India Become Maskpur*

Lekin Inki Kaabilyat ko Salaam,
Maskpur Mein Kahe Yeh Bhi Ek Baat,
Masking Se Do Apni Sehat ka Sath
#IndiaBaneMaskpur #MaskUp

Translation:

*Their personalities are ordinary,
But their skills are salute-worthy,
They talk about one thing in Maskpur,
Through Masking support your health better
#Maskup #May India Become Maskpur*

MASK ZARURI HAI



Mask Pehne,
Swasth Rahe
Sath De Hamara India ko Waapis Healthy Banane Mein
#IndiaBaneMaskpur #MaskUp

Translation:

*Wear a mask, stay healthy
Help us in making India healthy again
#Maskup #May India Become Maskpur*

MASK PEHNO,
SAFE RAHO



Main Rakh Raha Hu Aapko Safe,
Kya Aap Bhi Rakhenge Mujhko Safe?

Mask Pehniye, aur Sabhi ko Pehenne ko Boliye
#IndiaBaneMaskpur #MaskUp

Translation:

*I am keeping you safe,
Will you also keep me safe?
Wear a mask and ask everyone to wear it.
#Maskup #May India Become Maskpur*

We also tried an innovative approach of calling out popular names in India and inviting people to tag others with the same name to the post. This concept was very successful, and received over 420,000 impressions and 544 engagement across all the different platforms.



Mask Ban Raha Hai Muhalle ki Shaan
Aur Kyu Na Bane Jab Woh Bachaye Sabki Jaan
#IndiaBaneMaskpur #MaskUp

Translation:

Image: Mr. Sharma's son wears a mask? What about your son?

Copy: Mask-wearing is becoming the pride of neighborhoods

And why it shouldn't when it can save lives
#Maskup #May India Become Maskpur



Calling all Neha(s) to join the bandwagon — Mask Pehno, Aur Doston ko Bhi Pehnao
Tag a Mask(pur) wali Neha here.
#IndiaBaneMaskpur #MaskUp

Translation:

Image: Hey Neha, are you wearing a mask?

Copy: Calling all Neha(s) to join the bandwagon — Wear a mask, and make your friends wear it too.

Tag a Neha from Mask(pur) here.
#Maskup #May India Become Maskpur



Arey Aishwarya, Mask Pehna Kya?

Calling all Aishwarya(s) to join the bandwagon — Mask Pehno, Aur Doston Ko Bhi Pehnao
Tag a Mask(pur) wali Aishwarya here.
#IndiaBaneMaskpur

Translation:

Image: Hey Aishwarya, are you wearing a mask?



Calling all Khala(s) to join the bandwagon — Mask Pehno, Aur Apno Ko Bhi Pehnao
Tag a Mask(pur) wali Khala here.
#IndiaBaneMaskpur

Translation:

Image: Hey elder sister, are you wearing a mask?

Copy: Calling all sisters to join the bandwagon — wear a mask and ask your friends to wear it too

*Copy: Calling all Aishwarya(s) to join the bandwagon
— wear a mask and ask your friends to wear it too
Tag an Aishwarya from Mask(pur) here.
#Maskup #May India Become Maskpur*

*Tag your sister from Mask(pur) here.
#Maskup #May India Become Maskpur*

Campaign Ads to increase MOTIVATION to wear a mask

However, not everyone is equally motivated to wear a mask in public at all times. Each week, we researched audience sentiment through primary and secondary research and monitored audience comments and reactions to similar messages on social media. We realized that some of the main reasons why people were not wearing masks properly or double masking included the hot summer weather; a belief that they will not get Covid-19 because of the strong immunity of Indians; or believing that masks are no longer needed as Covid-19 cases started to decline and lockdowns started to lift in different cities. We created messages to address these beliefs, using messages of solidarity to motivate people to continue wearing masks, and showing images of pop-culture icons wearing double masks.

The combination of a strong visual and wordplay contributed to the success of these messages.



India, karo Double Masking taaki Corona ho khatm!
#IndiaBaneMaskpur

Translation:

Image: Corona, you will die when India becomes the city of masks.

*Copy: India, wear double masks so Corona can end!
#Maskup #May India Become Maskpur*



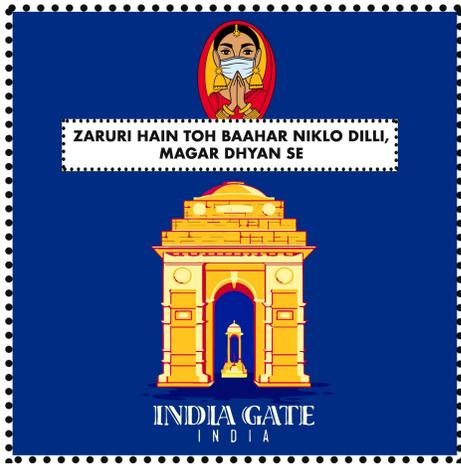
Jab Bhi Utro Maidaan Mein,
Na Bhulo Apne Hathiyaar
Doube Mask aur Hand Sanitizer,
Lekar Niklo Ghar se Baahar
#IndiaBaneMaskpur #Maskup

Translation:

*Image: When you leave your house
Copy: Whenever you step in the arena,
don't forget your weapons*

Step out of your homes with Double Mask and Hand Sanitizer

#Maskup #May India Become Maskpur



Dilliwalo, Mask Lagao, Jugaad Nahi
#IndiaBaneMaskpur #MaskUp

Translation:

Image: Leave home only if urgent, Delhi, and take care.

Copy: Delhi folks, wear a mask properly, no shortcuts!

#Maskup #May India Become Maskpur



Ae Mumbaikar, Mask Laga!
#IndiaBaneMaskpur #MaskUp

Translation:

Image: Leave home only if urgent, Mumbai, and wear a mask.

Copy: Mumbai folks, wear your masks properly!

#Maskup #May India Become Maskpur



Dhoni Jaisi Smashing Innings Corona Se Match Mein,
Kewal Mask ke Sath
Pehente Rahiye Mask, Taki #IndiaBaneMaskpur

Translation:

Score Dhoni-like smashing innings in a match against
COVID, only with a mask

Keep wearing masks to make India Maskpur



Saapn Seedhi ke Khel Mein, Hai ab Ek Naya Maidaan
Isme Zoro se Karo Masking, Taki Corona ho Nakaam

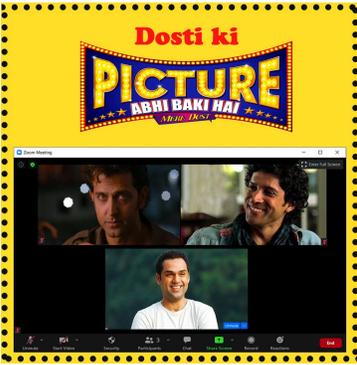
Tag a "Maskpur ki Shaan" here, who will win this game
- by wearing a mask right when stepping out.

#SnakesAndLadders #IndiaBaneMaskpur

Translation:

<p>#Maskup #May India Become Maskpur</p>	<p><i>In the game of snakes and ladders, there is a new background in this pace up your masking, so that Corona is defeated Tag a winner here, who will win this game - by wearing a mask right when stepping out. #SnakesAndLadders #May India Become Maskpur</i></p>
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Focus on Friendship to Target Youth: India has a significant youth population who really values spending time with friends. We created messages targeted at youth, with a friendly and fun tone inspired by mainstream Bollywood films about friendship, motivating people to continue the good times with friends over a video call. We paired the image with a very creative play of words, which instantly engaged the audience and promoted stickiness. This was the best performing post across all the three nonprofit partners with almost 40 million impressions and 50,182 post engagements, including all shares, comments, reactions and saves.

	<p>Dosti aur Masti Jaari Rakhiye, Lekin Video Calls pe, Kyuki 'Zindagi Na Milegi Dobara' #IndiaBaneMaskpur #Maskup</p> <p>Translation: <i>Friendship and fun must continue But on Video calls because you live only once #Maskup #May India Become Maskpur</i></p>
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Campaign Ads to make it easier to wear a mask, boosting ABILITY

Finally, the third and most important element of the Fogg Behavior Model is ‘ability’. Through our social media campaign, we tried to improve a person’s ability to wear a mask by giving them step by step guidance on how to double mask and illustrating the right way to wear a mask.

MASK आसन Kaise Kare?



Step 1:
Surgical Mask le, ear loops knot kare,
aur pehne

Step 2:
Cloth Mask ko Surgical Mask ke upar
pehne aur sides adjust kare

Achhi Sehat ke Liye Hai Yoga Zaruri,
Aur Mask Aasan Kare Corona se Duri
#IndiaBaneMaskpur

Translation:

Image: How to do Mask Yoga?

Copy: Yoga is a must for good health,
And Masking exercise is a must to stay away from
Corona

#Maskup #May India Become Maskpur

MASK SAHI SE PEHNE



Bura na karo aur na karne do,
Masking ke trend ko aage badhne do
#IndiaBaneMaskpur #MaskUp

Translation:

Don't do and let others do wrong,
Let the trend of masking make progress.
#Maskup #May India Become Maskpur

DOUBLE MASK KAISE PEHNE?



Step 1:
Surgical Mask le, ear loops knot kare,
aur pehne

Step 2:
Cloth Mask ko Surgical Mask ke upar
pehne aur sides adjust kare

Double Kare Apni Safety,
Only With Double Masking
#IndiaBaneMaskpur #Maskup

Translation:

Image: How to wear a double mask?

Copy: Double Your Safety,
Only With Double Masking

#Maskup #May India Become Maskpur

MASK PEHNE SAHI SE



Wear Mask Aise,
Na Ghate Durghatna Jaise

1. First, kaan aur gale ki chinta na kare, unhe koi khatra nahi hai
 2. Thoda hai, thode ki zarurat hai jaisa haal na kare – cover nose and mouth ache se
 3. Mask ke sath “Dheela hai, par mera hai” karne se bache – taki health dheeli na pade
- #IndiaBaneMaskpur

Translation:

Image: Wear your mask properly

Copy: Wear a Mask in a way that it won't result in accidents

1. Don't worry about your ears and neck, they're not at risk

2. Don't compromise on covering your nose and mouth well

3. Don't wear a loose mask to risk your health

Take Care

#Maskup #May India Become Maskpur

Addressing cultural diversity in India: One of the most unique things about our research was the diversity of the audiences we were targeting. We were targeting people across a broad age group, from different religious and cultural backgrounds who have different first languages. To make our campaign inclusive, we created posts in multiple languages, showing people from different cultural backgrounds and showcased diversity through different regional attributes like popular landmarks, common regional lingo etc.



Inki Pasand ko Apnaye, Mask Pehne aur Pehnaye
#IndiaBaneMaskpur

Translation:

Image: Hey Heena, Rekha, Jaya and Sushma, wear a mask when you go out!

Copy: Get inspired by their choice, wear a mask and encourage others to wear it too

#Maskup #May India Become Maskpur



Aaye Mulaqaton Mein Distance, Dosti Mein Nahi
Kabhi na Khatm Hone Wali Baatein Continue Kare
Video Calls pe
#SocialDistancing #IndiaBaneMaskpur

Translation:

Image: Chai and conversations

Copy: Distances must come in social meetings, not in friendship

Continue the endless banter with friends on a video call

#SocialDistancing #May India Become Maskpur



Ek Garam Chai ki Pyaali ho,
Aur Sath Ek Dost Batiyane Wali ho

Doston se Mile aur Kare Mann ki Baat - Lekin Video
Calls pe

#SocialDistancing #IndiaBaneMaskpur

Translation:

Image: Chai and conversations

Copy: One cup of hot tea,
and a friend to talk over it..

Meet your friends and share your thoughts - but on
video calls

#SocialDistancing #May India Become Maskpur



Babua, Agar Aap Mask Pehne Hai,
Tab Jake Situation Ko "Sahi Pakde Hai"

#IndiaBaneMaskpur

Translation:

Image: How many times have I told you to wear a
mask whenever stepping out!

Copy: If you are wearing a mask,
Then you have got the situation right
#Maskup #May India Become Maskpur



Inki Pasand ko Apnaye, Mask Pehne aur Pehnaye
#IndiaBaneMaskpur



Lage Sirf Corona ko Stop, Yaari aur Masti ko Nahi
Toh Jam Jaye Yeh Dosti ki Tapri - Iss Baar Video Call pe

Translation:

Image: Hey Heena, Rekha, Jaya and Sushma, wear a mask when you go out!

Copy: Get inspired by their choice, wear a mask and encourage others to wear it too

#Maskup #May India Become Maskpur

#SocialDistancing #IndiaBaneMaskpur

Translation:

Image: Chai and conversations

Copy: Only Corona gets stopped (under control), not friendship and fun,

Let this meetup of friends continue on a video call

#Maskup #May India Become Maskpur

Learnings & Future Uses of Research

First, non-profit-business-academia partnerships are valuable to any behavioral change campaign like this. We recommend establishing a brain-trust of non-profit partners and experts who act as ‘beta testers’ of the content, and share feedback to help improve the campaign. We recommend developing onboarding guidelines that explain the motivation and context behind the work early in the process to bring new members up to speed quickly.

If posting content on the social media platforms of different nonprofit partners that focus on diverse audience groups, we recommend developing an additional brand guideline for each partner that details their audience profile and content preferences.

Second, for an effective behavior change campaign we recommend creating a high volume of different content communicating the same message. For example, by the time we launched the India masking campaign, the audience had been exposed to messages about masking for over a year. What was different in our campaign was that we found innovative and creative ways of asking people to mask up, so that they were never exposed to a lot of repeat content, and continued to stay engaged. The campaign had a frequency of 9.2, which reflects the maximum times any of our creatives was shown to an audience member.

Third, when working with a diverse audience, consider the impact of personal biases on the message and the content. We need to be mindful of implied or explicit ‘majority group’ assumptions. In this campaign, our nonprofit partners were instrumental in pointing out any ‘majority group’ assumptions. For example, our initial India Bane Maskpur creatives were focused on a stereotypical image of an Indian woman, who wore a saree and bindi. Feedback from the nonprofit partners helped us realize that the image was not representative of all the Indian women, inspiring us to remove the bindi from the image.

Future uses:

This study helped Restart Partners identify eight steps which can be adopted by any mission-driven group who is looking to use social media to undertake a behavioral change campaign. The steps we have identified are:

1. Develop a Theory of Change
2. Identify Strategic Partners
3. Conceptualize Rapid Response
4. Engage Community Partners
5. Conduct Actionable Research
6. Create Targeted Actions
7. Test Actions
8. Refine, Share, and Repeat



RESTART PARTNERS

Adoption Strategy

8 STEPS TO ENCOURAGE MASK USE AND COVID-19 VACCINE ADOPTION

1. DEVELOP A THEORY OF CHANGE



Define the problem, state assumptions, identify potential risks, and determine necessary conditions and activities needed for the program to achieve desired outcomes.

5. CONDUCT ACTIONABLE RESEARCH



Identify clearly defined research questions which utilize qualitative and quantitative data to understand values, beliefs, underlying factors, and resulting behaviors of communities.

2. IDENTIFY STRATEGIC PARTNERS



Establish relationships with stakeholders from various sectors who have a shared purpose and determine the frequency and extent of engagement.

6. CREATE TARGETED ACTIONS



Create targeted interventions using a collaborative evidence-based approach to determine the best course of action to create change.

3. CONCEPTUALIZE RAPID RESPONSE



Refine an initial response to the situation through consulting strategic partners, coming to an informed consensus about the solution and needs of the population.

7. TEST ACTIONS



Assess and evaluate the effectiveness of interventions by developing metrics for success and continually monitoring program implementation.

4. ENGAGE COMMUNITY PARTNERS



Gain knowledge of present efforts, challenges, and resources from local partners to better define the problem and create solutions.

8. REFINE, SHARE AND REPEAT



Recognize that this process is ongoing, iterative, and requires continuous effort for success. Share findings with community partners and other organizations working in the same sector to continue improving the process.



RESTART

Conclusion

In recent years, social media has been criticised for facilitating the spread of misinformation. As social media organizations enforce stricter policies to curb the spread of misinformation, our research shows a parallel approach to create positive social outcomes, taking advantage of the very same reach and influence that have hitherto caused harm.

The issues facing our societies need collective action from businesses, nonprofits and academia to collaborate in innovative ways. We believe that through our research we have showcased an innovative way for these different entities to collaborate and bring positive social change. Other mission-driven organizations, academic institutions and businesses can benefit from our research findings.

Finally, our research successfully demonstrates how a public health awareness campaign can be executed by a remote team located in a different country, which confirms that certain types of betterment efforts are location-agnostic and can be performed from anywhere in the world.

Acknowledgements

We are enormously grateful to our nonprofit partners, Breakthrough India, Sheroes and Arthan Careers for sharing their social media platforms for this research, and to our team of experts from India and the U.S. who gave us their valuable time and counsel to guide this work. We are also thankful to Facebook India for their in-kind ad support, to Upswell and Drew Barnard for their support in understanding the intricacies of running such a campaign and undertaking lift studies to measure the impact of the work. Finally, our deep appreciation to Alex Stonehill and his team of students at the University of Washington's Communication Leadership Graduate Program, who spent countless hours on developing the creatives, managing all of the various feedback (both negative and positive) that we received, and undertaking the measurement studies to effectively understand the impact.

Team of Partners

Arthan Careers
Breakthrough India
Facebook
Sheroes

Upwell

Team of Experts

Meghna Haldar

Arun Iyer

Sandeep Krishnamurthy

Shekhar Menon

Anuradha Narasimhan

Chaitra Vedullapalli

Restart Partners Team

Akhtar Badshah

Linda Lake

Bharat Shyam

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UW Communication Leadership Team

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Shreya Garg Bajaj

Ekta Dokania

Devika Kool

Anushi Mandelecha

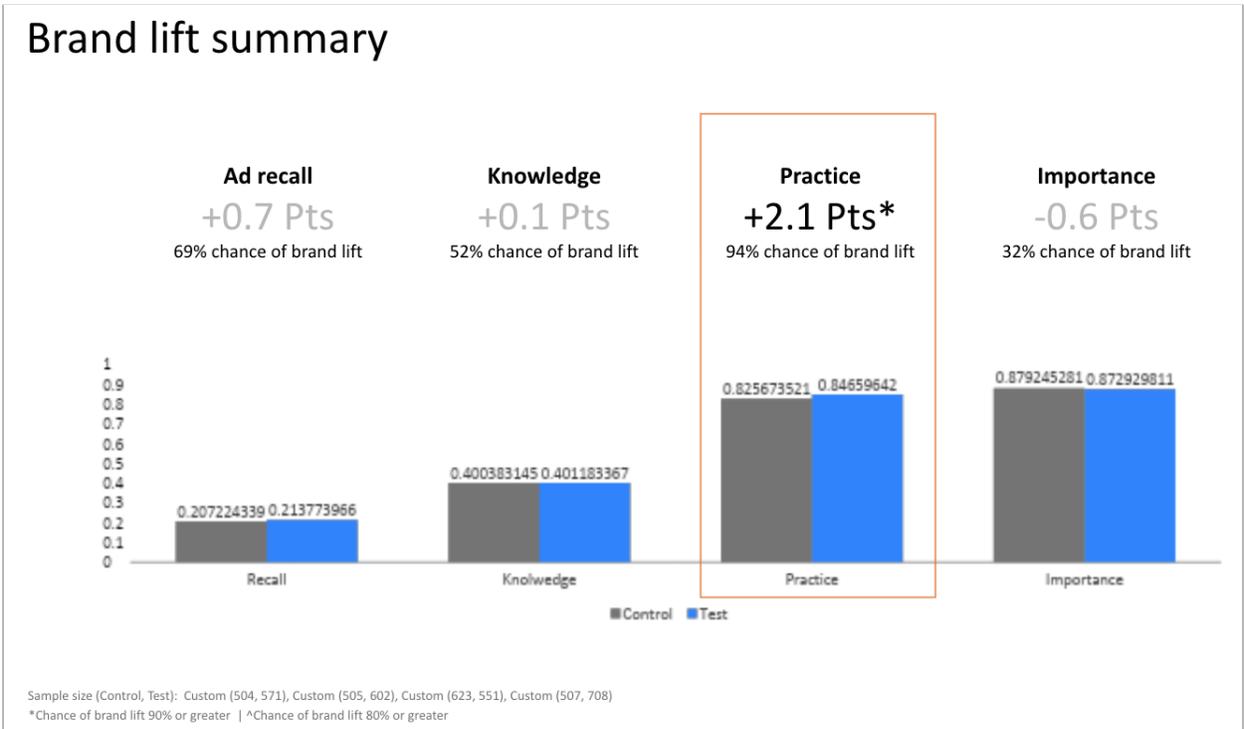
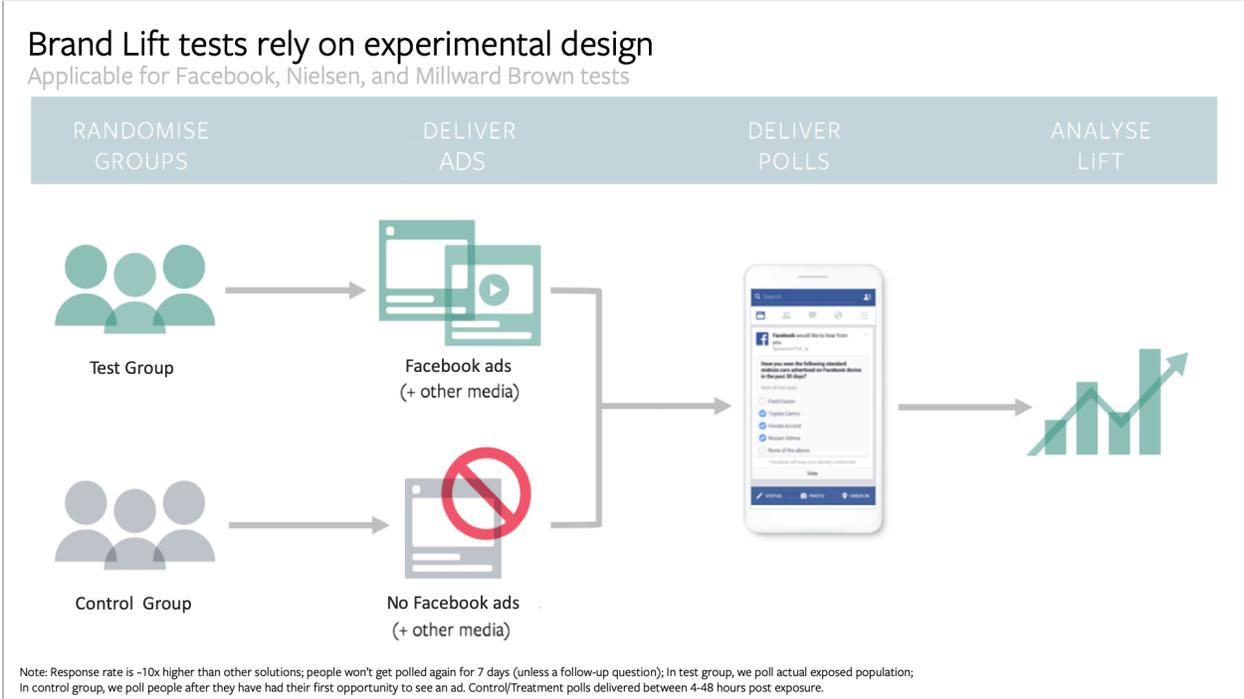
Niharika Sikka

Alex Stonehill

with support from Alyssa Seng

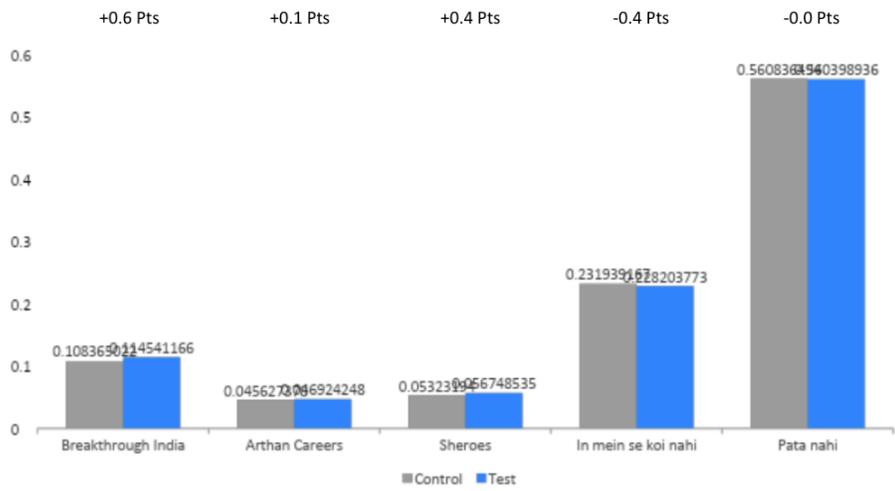
Appendix

Brand Lift Study Results



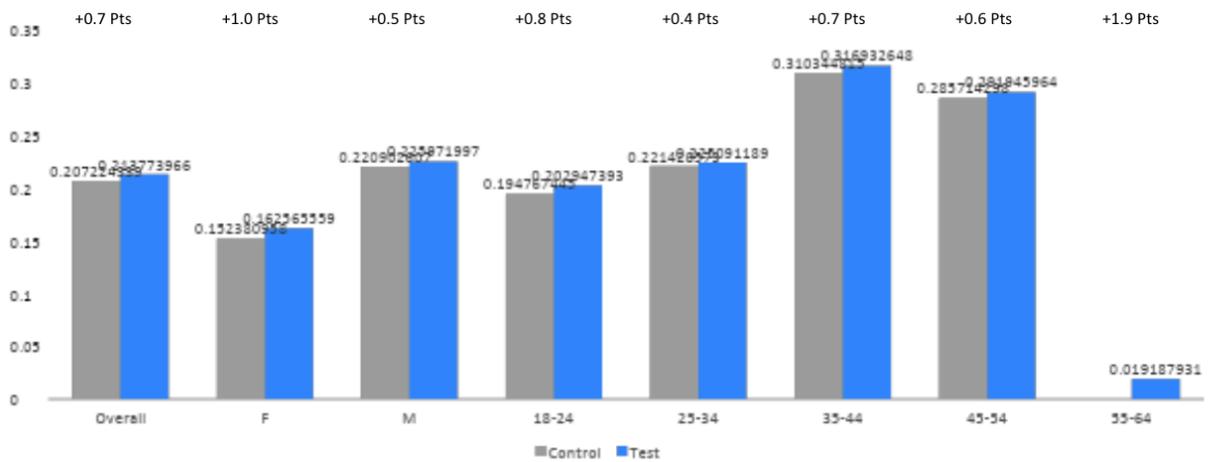
Ad Recall

Do you recall seeing an ad from **Breakthrough India/Arthan Careers/Sheroes** about wearing masks in public online or on a mobile device in the past 2 days?



Ad Recall

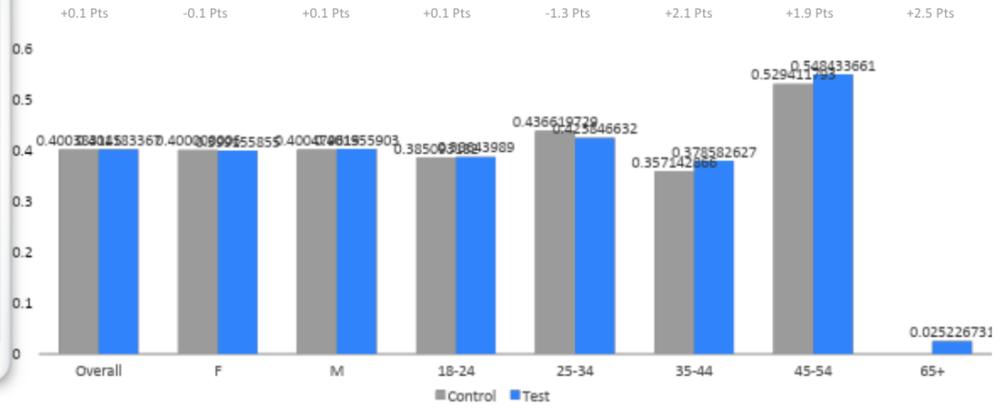
Do you recall seeing an ad from **Breakthrough India/Arthan Careers/Sheroes** about wearing masks in public online or on a mobile device in the past 2 days?



Knowledge

Which of the following actions do you think will help slow the spread of the Coronavirus (COVID-19)?

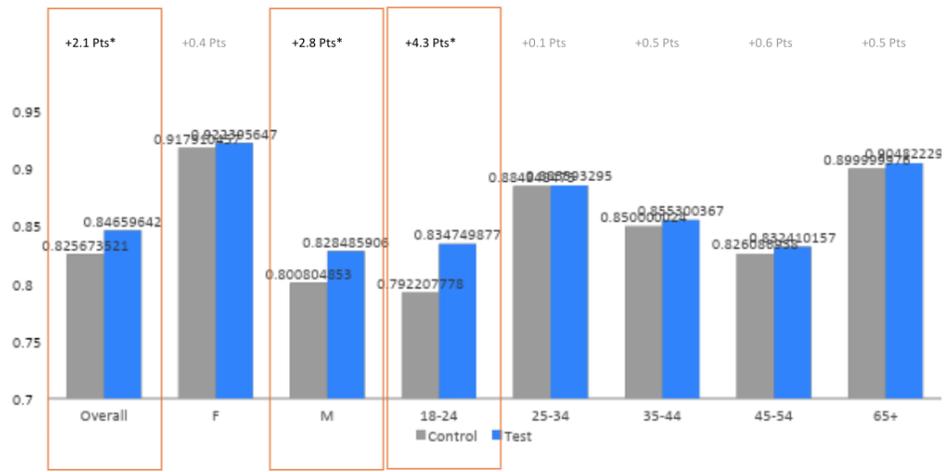
- **Correct answer:** Wearing a mask to cover nose and mouth properly in public
- **Misinformation answer:** Wearing a mask to cover mouth, chin and ears in public
- **Correct answer:** Wearing double masks to cover nose and mouth properly in public
- **Misinformation answer:** Wearing a handkerchief, dupatta or scarf around your mouth and nose when in public
- I don't know



Custom: In mein se kin tareekon se hum Coronavirus ko badhne se rok sakte hain?
 *Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater

Practice

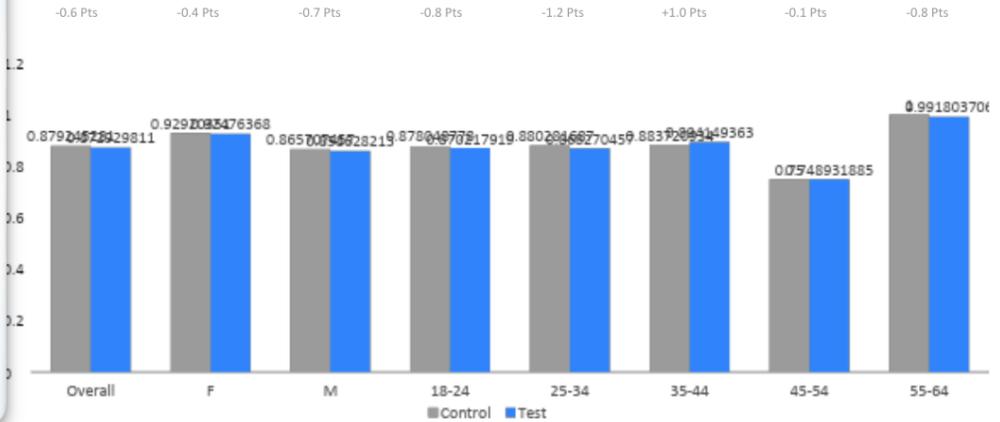
In the last 2 days, how often did you wear a mask in public to slow the spread of the Coronavirus (COVID-19)?



Custom: Pichle do dino mein, aapne kitni baar public mein mask sahi tarah se pehna Coronavirus ko rokne ke liye?
 *Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater

Importance

How important is [wearing a mask in public] in helping stop the spread of the Coronavirus (COVID-19)?



Custom: Aapki rai mein mask pehna kitna zaroori hai Coronavirus ko rokne ke liye?
 *Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater

Results by age + gender

	F 18-24	M 18-24	F 25-34	M 25-34	F 35-44	M 35-44	F 45-54	M 45-54	M 55-64	M 65+
Recall	+1.4 Pts	+0.5 Pts	+0.7 Pts	+0.2 Pts	+0.5 Pts	+0.7 Pts	+0.5 Pts	+0.7 Pts	+1.9 Pts	
Knowledge	-0.8 Pts	+0.5 Pts	-0.4 Pts	-1.6 Pts	+2.4 Pts	+2.0 Pts	+1.8 Pts	+2.0 Pts		+2.5 Pts
Practice	+0.7 Pts	+5.8 Pts*	0.2 Pts	+0.2 Pts	+0.6 Pts	+0.5 Pts	+1.6 Pts	+0.3 Pts		+0.5 Pts
Importance	+1.1 Pts	-1.6 Pts	-3.4 Pts	-0.3 Pts	+0.9 Pts	+1.1 Pts	-0.2 Pts	-0.1 Pts	-0.8 Pts	

Values in grid are the absolute lift per combination
 *Chance of brand lift 90% or greater | ^Chance of brand lift 80% or greater